Processed Fruit and Vegetables in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Current value growth driven up by price inflation
Health and wellness trends drive consumer demand for frozen fruit
Shelf stable vegetables falls out of favour with consumers

PROSPECTS AND OPPORTUNITIES
Processed fruit and vegetables faces slowdown in retail volume growth
Frozen fruit to gain on the back of health and wellness trend
Shelf stable fruit to stagnate as consumers opt for fresh and frozen options

CATEGORY DATA
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Staple Foods in Bosnia and Herzegovina - Industry Overview

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SOURCES
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